



AMPLIFYING EVENTS WITH SOCIAL MEDIA

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LET'S BUILD RELATIONSHIPS

Every step of your promotion plan should work to develop relationships with your audience.



SOCIAL MEDIA ISN'T A SILVER BULLET

- ❑ Facebook events - and your actual event - just one part of an overall outreach strategy
- ❑ Meet people where they are - and where *they* want to read about it
- ❑ Are you speaking to the right people?

YOUR AUDIENCES

AVIDS

You don't need them
at your event.

You need them to
help draw new
people to your event
and find people to
invite to your event.

NEWBIES

They're looking for
trusted sources of
information and
places to go.

Want trustworthy
communities.

MAYBES

They need motivation
to give hunting or
fishing a try.

Often need someone
they trust to teach
them.



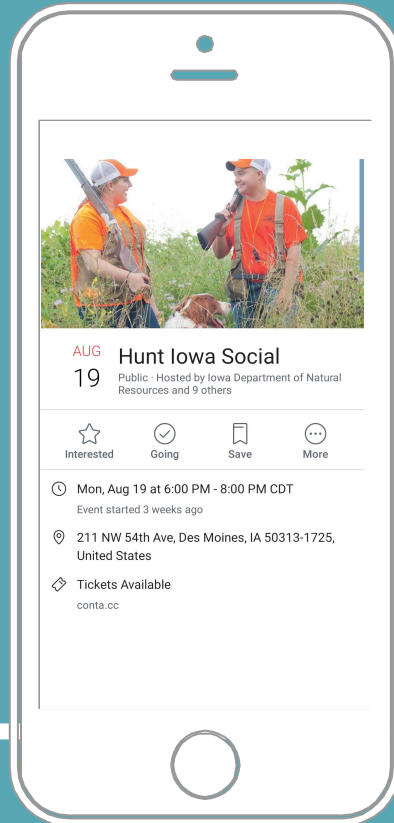


LET'S GO HUNTING



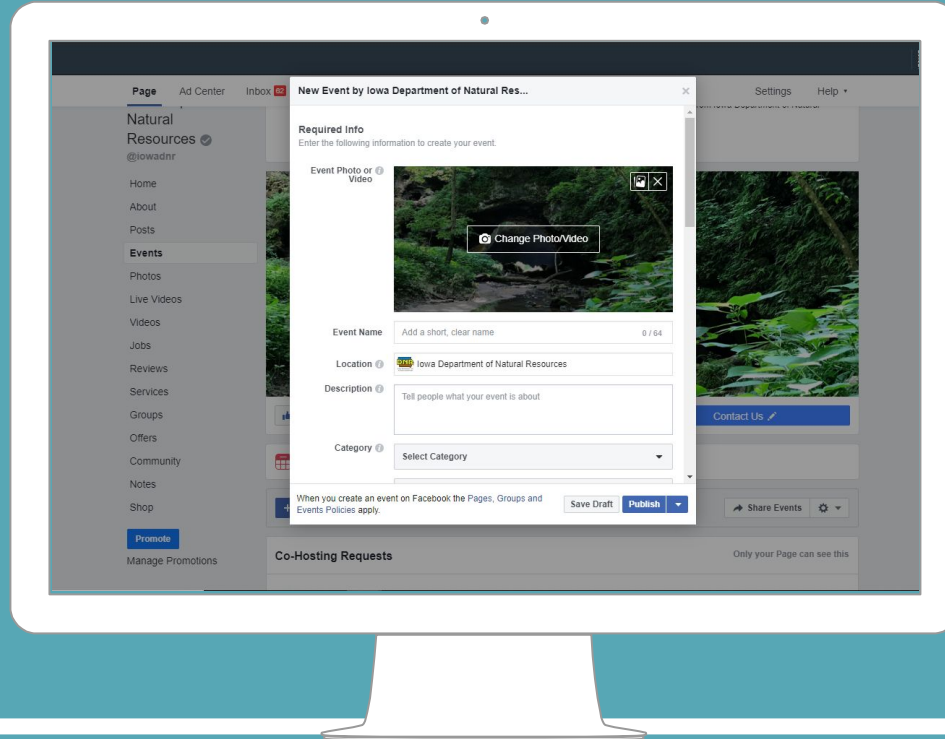
FACEBOOK EVENTS

Build and
strengthen
relationships...



...before your
event even
begins.

FACEBOOK EVENTS 101



FACEBOOK EVENTS: BEST PRACTICES

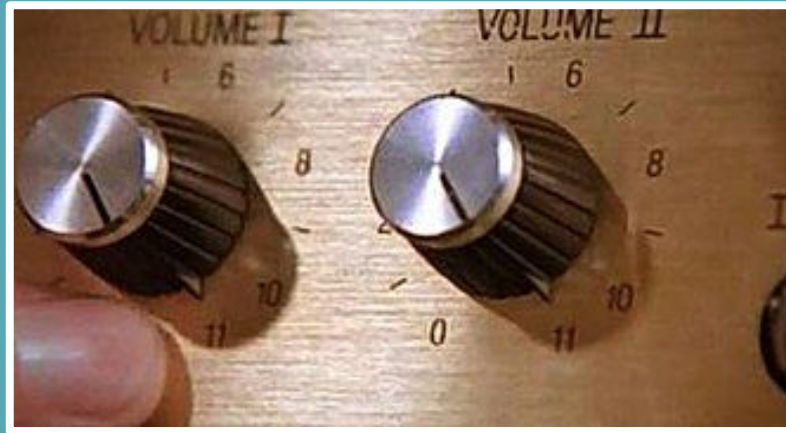
Things to consider:

- ❑ Choosing your cover photo (BONUS POINTS: video)
- ❑ What to name your *Facebook* event
- ❑ Short, catchy, *inviting* event description
- ❑ Adding co-hosts
- ❑ Ticketing links (we'll talk UTM codes later)
- ❑ Schedules and agendas
- ❑ Don't neglect the discussion section!





**NOW...
AMPLIFY!**



GET THE WORD OUT



Partners,
ambassadors
and personal
invitations

**Organic
conversations
within the
event**

Paid
advertising on
Facebook

ENCOURAGE ENGAGEMENT



Iowa Department of Natural Resources

April 3, 2018 · 🌐

Just a few weeks until BOW...what are you looking forward to most?



233

People Reached

48

Engagements

Boost Unavailable

👍❤️ Theresa Corrigan, Brenda Rose and 8 others

3 Comments 3 Shares



Iowa Department of Natural Resources created a poll.

February 6, 2018 · 🌐

Which classes are you most excited to do at BOW?
(psst...sign up quick before they fill!)



Kayaking basics



Canning and preserving



Overland camping



Archery basics



Wild game care and cooking



11 More Options...

1,907

People Reached

270

Engagements

Boost Unavailable

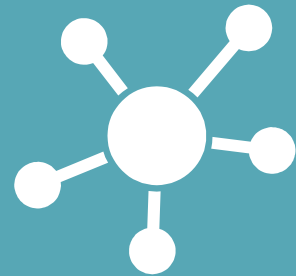
👍 Sue Marcus Wilbois, Erin Sullivan and 16 others

2 Comments 4 Shares

FACEBOOK EVENTS: BEST PRACTICES

Pay attention to the discussion portion of your event!

- ▣ People who have marked “interested” or “going” get notifications when you post in the event
- ▣ You’re building a relationship when you post and respond to others’ posts and questions
- ▣ Be: exciting, encouraging, engaging
- ▣ Links, polls, questions, photos, videos
- ▣ Gather pre- and post-event feedback





**EVALUATE
TO GROW**

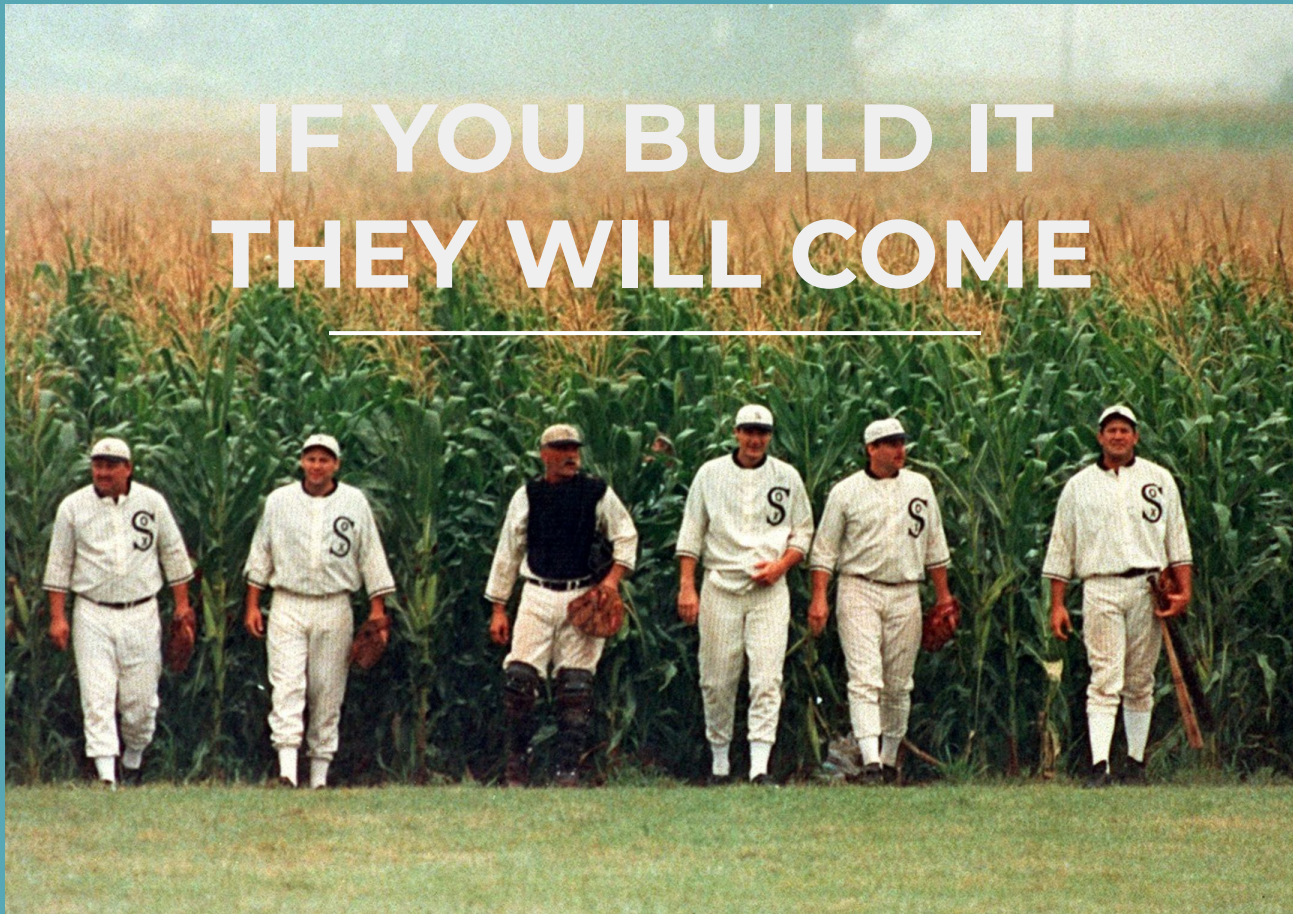
FACEBOOK EVENTS: BEST PRACTICES

Keep building those relationships after the event.

- ▣ Ask for feedback, add follow-up polls in Facebook event
- ▣ Collect emails for future correspondence
- ▣ Post-event survey
 - ▣ Be sure to ask *how* they heard about the event
 - ▣ What inspired them to attend
 - ▣ How *they want* you to contact them in future



IF YOU BUILD IT
THEY WILL COME



...but how did they get there?

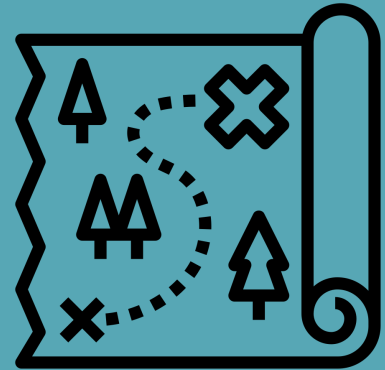
UTM tracking lets you know if visitors convert.

And it's a lot simpler than it sounds:

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Follow up in Google Analytics:

Reports > Acquisition > Campaigns





APR
28

Becoming an Outdoors-woman Spring Workshop

Public · Hosted by Iowa Department of Natural Resources

★ Interested ✓ Going

...

🕒 Apr 28, 2017 at 10 AM – Apr 30, 2017 at 12 PM
More than a year ago

📍 Honey Creek Resort
12633 Resort Dr, Moravia, Iowa 52571

Show Map

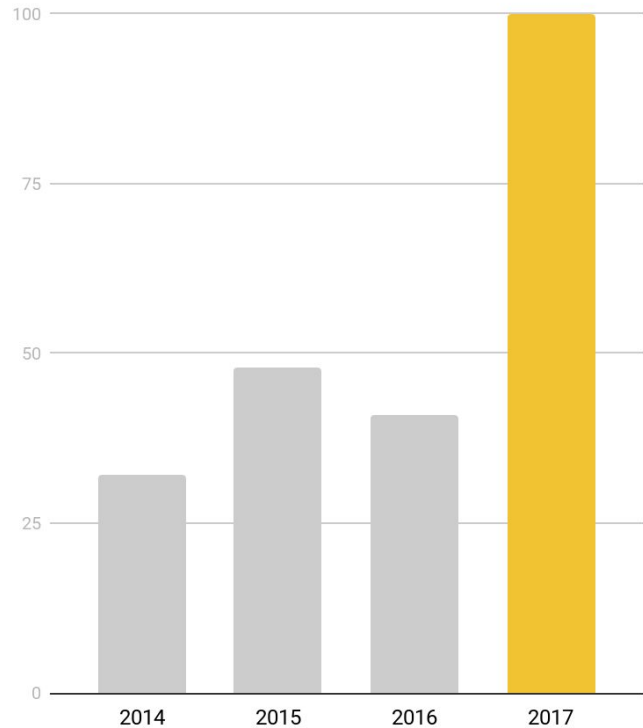
When we did the first Facebook ad buy for spring BOW:

- ❑ 1,157 people “interested”
- ❑ 54 marked themselves as “going”
- ❑ 60 invites were sent user-to-user.
- ❑ 52,000+ saw the Facebook event post
- ❑ 309 clicked through on ticket link

FIND THE RIGHT PEOPLE

- Registration filled in 3 weeks - a full month before early registration closed.
 - Had to increase spots from 84 to 100.
 - First time the spring workshop had filled completely, let alone early.
- But wait...
- The total ad buy on Facebook was **only \$100**, with another \$20 spent on Pinterest. The cost to attend the workshop for participants is about \$200 to \$250.

Spring BOW registrations



THANKS!

Any questions?

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